Privilege Promotions Inspired by Team GB's Para Athletes Ahead of World Championships in London

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In light of the upcoming Para Athletic Championships starting in the capital this week, Privilege Promotions have been focusing their morning meetings on the impressive achievements of the Team GB athletes.

This week London is to host the 2017 World Para Athletic Championships, the biggest sporting event to take place in the capital since the 2012 Olympics. It is the eighth edition of the Para Athletics, and for nine days there will be full coverage of all competitions which held at the London Stadium, home to West Ham United Football Club.

About Privilege Promotions: http://www.privilegepromotions.co.uk/about-us/

The major international sporting tournament involves 1,300 athletes from 100 countries and includes events such as 100, 200 and 400m sprints, marathon and relay races, high jump, shot put and javelin, to name a few.

As Channel 4 starts their coverage, Will Ross, CEO of the Birmingham sales and marketing firm Privilege Promotions, has been motivating his workforce with the various success stories of Team GB's top performers.

Having swooped 31 medals in the 2015 Doha games, Team GB look set to champion this year as well, with amazing athletes such as two-time Paralympic gold medallist Jonnie Peacock and world record holder Hannah Cockroft returning to the field.

Mr Ross discussed the feats of other Great Britain superstars Kadeena Cox, Georgie Hermitage and Richard Whitehead, who will all be taking part at this year's games. Whitehead's story, in particular, has inspired the CEO; "He is a truly inspirational individual and someone who I believe everyone can look up to. As a double amputee, Richard has been determined to shed his disabled label and refused to give up on his dreams which has resulted in him becoming a world champion."

"The tremendous passion and success achieved by all the athletes taking part in the Para Athletics serve as fantastic inspiration for my workforce," said the CEO. "In our field, it can be easy just to want to give up, some days there are far more losses than there are wins, but these athletes have shown us that you can achieve anything if you train hard enough. Discussing their achievements has really put things into perspective for the whole Privilege Promotions collective."

SOURCE: https://www.paralympic.org/london-2017

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